



azfoodbanks.org

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January 29, 2020

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Commissioners of the Postal Regulatory Commission
901 New York Avenue NW Suite 200
Washington, DC 20268

POSTAL REGULATORY
COMMISSION
UNITED STATES DEPARTMENT OF JUSTICE

Re: Docket RM2017-3

Dear Commissioners,

The Arizona Food Bank Network is a nonprofit organization with the vision of a hunger-free Arizona. We work toward this vision through our mission and programs that develop solutions to end hunger through food banking, public policy and innovation. During the course of a year, nearly all food insecure Arizonans are touched by our work and that of our 5 primary food bank members, as well as the thousands of soup kitchens, food pantries and other organizations they serve. We are urging you to reconsider your proposal to increase postage rates several times the rate of inflation.

Direct mail remains a viable fundraising method for many organizations, including ours. We mail more than 6 times each year to donors, prospective donors and other advocates of our work. In fact, we have found direct mail to be more reliable than online fundraising methods. Direct mail is critical to us as it "cuts through the noise" of email and social media and allows us to connect with our donors in a more material way.

Even modest price increases in postage will have a large impact. We mail both nonprofit standard A and first class most commonly. If we were to have to reduce our mailings due to the inability to increase fundraising expenses without harm to our organization, we would then see a decline in gifts made to our organization as well, as we wouldn't be able to properly steward gifts and thoughtfully ask for donations in a method that garners consistent response from our donors.

And when we channel food to our member food banks at our charity's cost of just 3 cents per pound, even modest changes to our fundraising picture have dramatic effect. That's 33 pounds of food for hungry Arizonans for each dollar, either due to increased expense or diminished returns! When each meal averages 1.28 pounds, each dollar represents 25 meals that won't be available should postal prices increase.

Please maintain the current limit of increases guided by the Consumer Price Index. This rate is expected and can be planned for as we develop our budget for the coming year. This is critical for our fundraising efforts on behalf of the food-insecure Arizonans we serve.

Sincerely,

A handwritten signature in blue ink that reads "Angie Rodgers".

Angie Rodgers
President and CEO

340 E. Coronado Road, Suite 400, Phoenix, Arizona 85004-1524

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